

# RJ REYNOLDS

TOBACCO COMPANY

# COPY

S. R. MacLEOD  
Region Operations Mgr

150 Lawrence Bell Drive  
Suite #108

Williamsville, NY 14221  
(716) 634-9232  
Fax (716) 634-3145

August 12, 1997

RJR Account #026300

Mr. M. Auer

AUER & COMPANY

**SALEM TEAR TAPE PROMOTION #701497: SEPTEMBER AND OCTOBER 1997**

Dear Mike:

SALEM .30¢ tear tape product has been ordered, as well as 34 SKUs of 40-Pack Displays (Item #530123 @ 1/SKU) to pack and ship the above promotion to your participating retail accounts as identified on the attached Customer List. This Promotion will be delivered in two separate drive periods; September and October. Utilize the same Customer List for each drive period. New Displays will not be shipped with the October drive period (see enclosed Retailer Letter).

Display Detail / Item #530123

<u>SKU CUBE:</u>	0.4890
<u>SKU WT (w/o Product):</u>	1.4480 lbs
<u>Retail Sales Offers per Sku:</u>	40 units
<u>Billing per Sku:</u>	4 Full Price Cartons

R. J. Reynolds' sales personnel will issue .30¢/pack payment to retailers at store level. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$56.00 (4 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

**THE ATTACHED CUSTOMER LIST SHOULD BE RETAINED AND UTILIZED FOR OCTOBER DISTRIBUTION OF SALEM .30¢ PROMOTIONAL PRODUCT.**

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell

Promotional Coordinator / 1610

/jc

cc: S. Schwalm

Enc. Retailer Letter

Retail Customer List

*Cancel  
Oct shipment*

**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

SALTAPE.DOC

51859 6805

SEPTEMBER DELIVERY  
SALEM TEAR TAPE  
AUER & COMPANY

**September Drive Period 709 / Promotion #701497**

**PROMOTION DESCRIPTION:** *EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.*

**DISPLAY LOAD (4 CARTONS):**

**1 CARTON EACH:**

**SALEM FULL FLAVOR**

**SALEM LIGHT**

**SALEM FULL FLAVOR 100**

**SALEM LIGHT 100**

**RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR OCTOBER DRIVE PERIOD  
(INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER'  
IN EACH DISPLAY SHIPPED TO RETAIL)**

<u>UPC Code</u>	<u>SALEM BRAND STYLE</u>	<u>#/ (6M) Cases @ .30¢ Off</u>
12300-24194	<i>Full Flavor</i>	<u>2</u>
12300-24196	<i>Light</i>	<u>2</u>
12300-24195	<i>Full Flavor 100</i>	<u>2</u>
12300-24197	<i>Light 100</i>	<u>2</u>

Product / Premium Arrival: **September 2, 1997**

Ship Date to Retail: **Week of: September 8, 1997**

EFT \$ Amount: **\$2,862.58**

Non-EFT \$ Amount: **\$N/A**

**R. J. REYNOLDS' SALES PERSONNEL WILL ISSUE .30¢ / PACK PAYMENT TO  
RETAILERS AT STORE LEVEL.**

SEPTEMBER DELIVERY

51859 6806

OCTOBER DELIVERY  
SALEM TEAR TAPE  
AUER & COMPANY

**October Drive Period 709 / Promotion #701497**

**PROMOTION DESCRIPTION:** UTILIZE THE SEPTEMBER CUSTOMER LIST TO SHIP THE APPROPRIATE NUMBER OF SALEM \$3.00 OFF / CARTONS PER BRAND STYLE AS INDICATED. RETAILER WILL LOAD PRODUCT INTO THE 4-CARTON DISPLAY WHICH WAS SHIPPED WITH SEPTEMBER DRIVE PERIOD.

<u>UPC Code</u>	<u>SALEM BRAND STYLE</u>	<u>#/ (6M) Cases @ .30¢ Off</u>
12300-24194	Full Flavor	<u>2</u>
12300-24196	Light	<u>2</u>
12300-24195	Full Flavor 100	<u>2</u>
12300-24197	Light 100	<u>2</u>

Product Arrival:

October 6, 1997

**(No Displays will be shipped)**

Ship Date to Retail:

Week of: October 13, 1997

EFT \$ Amount:

\$2,862.58

Non-EFT \$ Amount:

\$N/A

Cancelled  
9/19/97

**R. J. REYNOLDS' SALES PERSONNEL WILL ISSUE .30¢ / PACK PAYMENT TO RETAILERS AT STORE LEVEL.**

OCTOBER DELIVERY

S/Rep:  
Don't Pay  
Oct

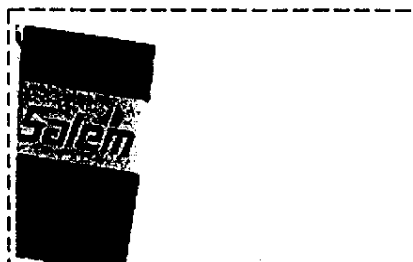
49 \$  
Liverpool

51859 6807

8/5/97SAL1610.XLS

## Pit Stop locations for Salem Tear Tape Program (September / October)

SHIP ONE (1) DISPLAY TO EACH RETAIL ACCOUNT FOR SEPTEMBER / OCTOBER DRIVE PERIODS													
RR#	ACCT	STOP NAME	ADDRESS	CITY	ST	ZIP	NAME	PHONE	FE 100	FE 100	FE 100	FE 100	
162238	684885	PIT STOP #99	433 COUNTY ROUTE 3	FULTON	NY	26300	AUER & COMPANY	9100413	1	1	1	1	
162230	718903	PIT STOP #13	STATE FAIR BLVD	SYRACUSE	NY	26300	AUER & COMPANY	0	1	1	1	1	
162232	171321	PIT STOP #1	RTS 31 & 34	WEEDSPORT	NY	26300	AUER & COMPANY	0	1	1	1	1	
0	205504	PIT STOP #6	10 W MAIN ST	WOLCOTT	NY	26300	AUER & COMPANY	0	1	1	1	1	
162232	293068	PIT STOP #8	50 OWASCO ST	AUBURN	NY	26300	AUER & COMPANY	0	1	1	1	1	
162232	315614	PIT STOP #9	RT 38 AT RT 104	NORTH VICTORY	NY	26300	AUER & COMPANY	0	1	1	1	1	
162231	375975	PIT STOP #10	2080 E SHORE DR	LANSING	NY	26300	AUER & COMPANY	0	1	1	1	1	
0	478875	PIT STOP #12	SOUTH ST & CANADA ST	RED CREEK	NY	26300	AUER & COMPANY	0	1	1	1	1	
162624	508328	PIT STOP #07	608 E UNION ST	NEWARK	NY	26300	AUER & COMPANY	0	1	1	1	1	
162231	681633	PIT STOP #2	RT. 11 & I 81	CORTLAND	NY	26300	AUER & COMPANY	0	1	1	1	1	
0	681636	PIT STOP #11	14 EXCHANGE ST	GENEVA	NY	26300	AUER & COMPANY	0	1	1	1	1	
0	818622	PIT STOP #4	RT 34 SOUTH ST RD	FLEMING	NY	26300	AUER & COMPANY	0	1	1	1	1	
162232	917648	PIT STOP #5	RT 414, MAIN STREET	NORTH ROSE	NY	26300	AUER & COMPANY	0	1	1	1	1	
162620	917660	PIT STOP #3	8463 BAY ST	SODUS POINT	NY	26300	AUER & COMPANY	0	1	1	1	1	
						26300 Total			14	14	14	14	



*To All RJR Retail Partners*

## ***RETAILER LETTER***

**SALEM .30¢ OFF / PACK**

**\$3.00 OFF / CARTON**

- THE 40-PACK DISPLAY BEING SHIPPED TO YOU FROM YOUR WHOLESALER FOR SALEM PROMOTED PRODUCT IS TO BE MAINTAINED FOR USE WITH SALEM PROMOTIONS FOR SEPTEMBER AND OCTOBER 1997.
- YOUR WHOLESALER WILL SHIP .30¢ OFF / PACK AND \$3.00 OFF / CARTON PROMOTED PRODUCT ON A MONTHLY BASIS THROUGH YEAR END 1997. THIS PROMOTED PRODUCT IS TO BE PLACED INTO THE 40-PACK DISPLAY.
- R. J. REYNOLDS' SALES PERSONNEL WILL ISSUE .30¢ PER PACK PAYMENT FOR THIS PRODUCT AT STORE LEVEL.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS. IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.

ROU #1610

51859 6810

09/22/97

ACCOUNT NUMBER: 026300	AUER & COMPANY
VOUCHER NUMBER: 15370908	571 W BRIGHTON AVE
DATE WRITTEN: 09/22/97	SYRACUSE , NY 13205
STATUS: PAID	
AMOUNT PAID: 56.00	SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	4.00	56.00

EXPLANATION: SALEM TEAR TAPE #701497: SEPTEMBER/OCTOBER/SHARON SCHWALM

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